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Substitute for form 1449A/PTO INFORMATION DISCLOSURE STATEMENT BY APPLICANT <i>(use as many sheets as necessary)</i>				Complete if Known	
				Application Number	09/866,425
				Filing Date	May 24, 2001
				First Named Inventor	Andrew J. Vilcauskas
				Group Art Unit	2176
				Examiner Name	
				Attorney Docket Number	KDO:195860-1
Sheet	1	of	2		

[illegible][illegible]

Examiner Signature	<i>Mike S. Wasserman</i>	Date Considered	24 January 2003
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¹ Unique citation designation number. ² See attached Kinds of U.S. Patent Documents. ³ Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). ⁴ For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. ⁵ Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. ⁶ Applicant is to place a check mark here if English language Translation is attached.

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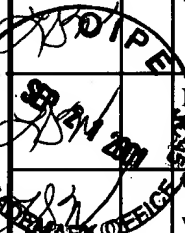
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<div style="float: left; width: 40%;"><p>Substitute for form 1449B/PTO</p><h2 style="text-align: center;">INFORMATION DISCLOSURE STATEMENT BY APPLICANT</h2><p style="text-align: center;">(use as many sheets as necessary)</p></div> <div style="float: right; width: 60%; text-align: center;">Complete if Known</div>			
Application Number		09/866,425	
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Attorney Docket Number		KDO:195860-1	
Sheet	2	of	2

OTHER PRIOR ART – NON PATENT LITERATURE DOCUMENTS			
Examiner Initials*	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
		"PopUp Killer," ULTIWARE, Download of www.ultiware.com/popup.htm , 1999-2000	
		RENDALL DAWSON, "Who Started Popup Advertising and Why?", Download of www.4degrez.com/popupsmustdie/history.htm , 1999	
		"KillAd - Kill Advertising Popup-Windows Easily," FCS, Download of www.win.wplus.net/pp/fsc , 1998-1999	

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Sheet		1	of	1	Application Number
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					Attorney Docket Number

				Concurrently herewith	
				Andrew J. Vilcauskas, Jr.	
				KDO:195860-1	

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[Signature]		MILLWARD BROWN INTERACTIVE, "Evaluating the Effectiveness of the SUPERSTITIAL," Unicast SUPERSTITIAL Rich Media Effectiveness Study, Report of Findings, at least as early as October 1999, 16 pages	
[Signature]		Web page printout, Press Release "Leading Online Ad Networks and Ad Management Solutions Flycast, Doubleclick, Adsmart, and Netgravity to Offer Unicast's Superstitial Rich Media Advertising Format to Advertisers and Sites, at least as early as October 18, 1999	
[Signature]		JENNIFER REWICK, "Choices, Choices," "A Look at the Pros and Cons of Various Types of Web Advertising," April 23, 2001, The Wall Street Journal, 7 pages	
[Signature]		RICHARD HOPPLE, White Paper, "Creative Flexibility in the Digital World", www.unicast.com/pressroom/whitepapers/flexibility.html, at least as early as May 21, 2001	
[Signature]		Web page printout, "How It Works," www.unicast.com/superstitial/howitworks.html, at least as early as May 22, 2001	

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